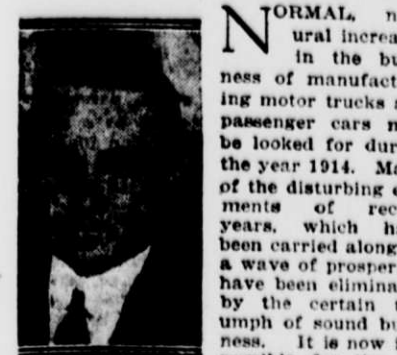


NORMAL BUSINESS FOR SEASON IS OUTLOOK CAR BUILDERS SEE

Sound Principles Make Their Presence Felt, and Conditions Are Much Improved

By WINDSOR T. WHITE,
President the White Company.



WINDSOR T. WHITE, President the White Company.

NORMAL natural increases in the business of manufacturing motor trucks and passenger cars may be looked for during the year 1914. Many of the disturbing elements of recent years, which have stability is unquestioned and whose product is a worthy one.

It is certain that the year 1914 will see a much wider use of motor trucks by large concerns who have only partly motorized their delivery systems and a more general adoption of motor trucks by the smaller firms who use only one or two.

The past year has witnessed much valuable educational work on the part of the industry and it would be folly to deny that this work will produce big results. The fact is that hesitancy has given way to eagerness.

The question of financing purchases of motor trucks is a big factor. The day of time payments without adequate security is past, and those makers who handle the motor truck in a straight business standpoint are the ones who in the end will enjoy a healthy condition. The moral has been emphasized by recent events.

The outlook for passenger cars of the highest grade remains the same as it has been during the past year. There is no reason to believe that the old established makers will not show increases.

While a general thing the tendency of prices is downward, it is a fact that the discriminating purchaser will always seek the highest type of car and the highest measure of operating economy. A company which has achieved these two great virtues need not fear a downward revision of prices and its inevitable drop in quality.

BUSINESS SITUATION ANALYZED.

A CANYVAS of more than 600 dealers identified with the Jeffrey organization in the United States, soliciting their opinion of the business situation, has just been completed by E. S. Jordan, sales manager of the Jeffrey. The Jeffrey Company has responsible dealers in towns of all sizes in every State in the Union.

The result should be interesting to all students of economics, bankers, business men and quite likely to the Administration at Washington. The conclusions reached are as follows:

The revision of the tariff has had very little to do with the increased conservatism of bankers, manufacturers and property owners.

The farmer, upon whom the prosperity of the country largely depends, has not been affected except by rumor. He has lots of money and will buy in the spring, but not extravagantly.

The sentiment of Philadelphia among automobile dealers and buyers has changed but slightly within the year. In the East the opinion of Wall Street has more weight, and people are not buying so many expensive cars.

Except for the conservatism of bankers in extending credit to dealers, the motor car business, as far as the substantial companies are concerned, will be just as big as last year.

Since 1910 people have been overbuying a little, with the result that they feel the necessity of saving more.

The first effect upon the motor car industry is shown in the decreased sale of heavy cars and the increased sale of medium priced light cars that are economical.

The passage of the currency bill has relieved a great deal of tension as far as loans from small town banks is concerned, as they are holding up, apparently waiting for the big city banks to pass the word along.

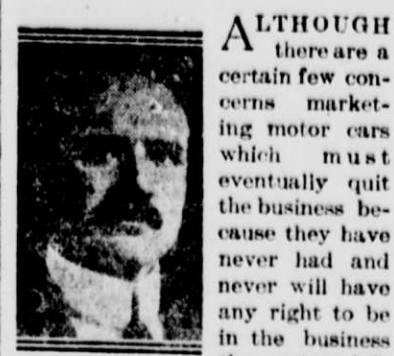
New companies and new capital are being put into the motor car business in cities all through the country, but the demand is for medium priced light cars of quality.

There is every indication that the period of retrenchment, while it may extend through the month of January, will be relieved by better business in February, with the general opening up in all lines with the opening of spring.

The motor car industry as a whole will be benefited rather than injured by the conservatism of the past two months, as it will eliminate from the field undesirable elements which have always been detrimental to the progress of the conservative and more businesslike companies.

Industry in Fine Shape, Says Nash

By C. W. NASH,
President General Motors Co.

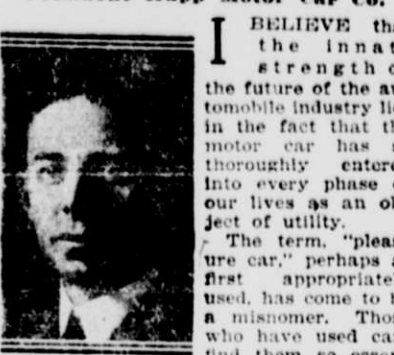


C. W. NASH, President General Motors Co.

ALTHOUGH there are a certain few concerns marketing motor cars which must eventually quit the business because they have never had and never will have any right to be in the business the automobile industry is on a firmer foundation to-day than ever before in its history.

CONSERVATION IS THE BASE.

By J. WALTER DRAKE,
President Hupp Motor Car Co.



J. W. DRAKE, President Hupp Motor Car Co.

I BELIEVE that the innate strength of the future of the automobile industry lies in the fact that the motor car has so thoroughly entered into every phase of life as to become an object of utility.

The term, "pleasure car," perhaps at first appropriately used, has come to be a misnomer. Those who have used cars find them so essential and so advantageous to their daily pursuits that they willingly make almost any sacrifice in order to keep them.

To those who have not already owned cars those advantages have become so obvious that they too are led by keen incentive to become motor car owners. In a word, the popular desire and demand is strong, healthy and constant.

The bulk of the automobiles produced in the future will be manufactured by companies well financed and of conservative management—companies such as those whose combined efforts have already placed the manufacture of automobiles in the front rank of the world's industries.

The production for 1914 has been based upon a demand thoroughly investigated by the well established manufacturers. Their trained experts have carefully tested and weighed conditions on the same basis that estimates of like nature are made in other industries.

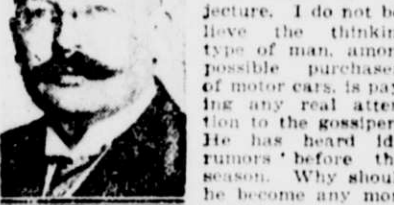
From these well considered estimates I believe we can reasonably expect that the volume of business for the coming year will be a substantial and healthy increase for the manufacturers coming under the above classification.

It is not to be wondered at that because of its youth and prodigious growth there should have been among the hundreds of automobile companies that have come into the industry during the past few years a few that have not been built upon the solid foundation of conservative business.

It is not at all unreasonable that during the past six months, with the general unrest in the business world, that some of these companies should have succumbed to disaster. That was inevitable through insufficient preparation and incompetent management.

NO CAUSE FOR PESSIMISM.

By J. M. GILBERT,
President Lozier Motor Company.



J. M. GILBERT, President Lozier Motor Company.

JUST how much confidence has been given the unfounded rumors concerning the automobile industry is a matter of conjecture. I do not believe the thinking type of man, among possible purchasers of motor cars, is paying any real attention to the gossipers.

He has heard idle rumors before this season. Why should he become any more gullible because the class of men who will never be humbugged by motor cars continue to use their hammers?

Cold facts presented to the public by the manufacturers will effectively disprove the pessimistic reports that have been going the rounds. Speaking for the Lozier company I want to say that orders on our books for 1914 delivery already assure us of the greatest year in our history. Heretofore the output of the two Lozier factories in a single year has never exceeded 1,500 cars. For delivery before the first of June, 1914, our dealers have contracted for over 5,000 cars. This

certainly does not appear as though business was slackening up.

As a single instance of where we have got business in the face of discouraging rumors, the Lozier plant in Canada is a striking example. Last season there were only two Lozier dealers in Canada. This year we have twenty-two dealers and preliminary orders for 1914 are in a large distribution. And this was accomplished in the face of what is claimed to be the greatest financial depression in years in Canada.

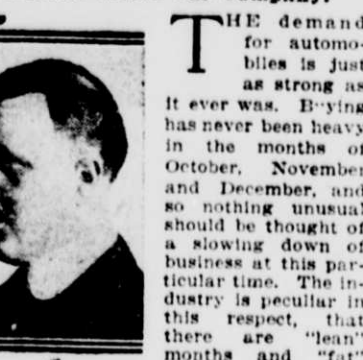
As regards financial conditions in the automobile industry, the majority of motor car companies are better off than many concerns in supposedly stable lines of business. Small investors are almost unknown in the automobile business. Most of the stockholders are wealthy men with a thorough knowledge of business conditions. The fact that this far-sighted type of investor is backing up the automobile concerns with his money is sure proof of his faith in the industry's future.

Excessive cost of operating under a small production schedule has hindered many companies heretofore. With a sufficient demand in view for high grade cars, quantity production reduces the manufacturing expense and enables the maker to turn out better cars at lower prices. Wasteful methods of buying and distributing have also been eliminated to a great extent. Take the item of branch houses of selling motor cars has proved a failure almost without exception. Lacking the incentive of the dealer who has his own money invested in the enterprise the average branch manager and establishment line up as liabilities, not assets, to the car maker. During the past year we have abandoned all a \$200,000 system of branch houses and reaped it one of the best business moves we ever made.

Pessimistic rumors are bound to die out for lack of material to feed upon, and I am confident that the industry will show a very satisfactory increase in the volume of business done by every reputable maker in the business.

THE OUTLOOK FOR 1914.

By GEORGE E. DANIELS,
Oakland Motor Car Company.



GEORGE E. DANIELS, Oakland Motor Car Company.

THE demand for automobiles is as strong as it ever was. Bying has never been heavier in the months of October, November and December, and no slowing down of business at this particular time. The industry is peculiar in this respect, that there are "lean" months and "fat" months, but all companies have to do heavy financing in this quiet selling period, and it is hard to side tip this unless companies have distributors of greater means than most of them. In the months of October, November and December, when material is coming in for the following season, shipments as a rule do not even up the incoming orders, and hence companies seek assistance from the banks during this period.

It is hard to anticipate the future market. A manufacturer looking ahead will receive favorable reports from certain dealers or certain sections and apparently particular months look bright, then something happens that upsets these forecasts. Last spring some sections of the country were affected by floods, other parts later in the year by poor crops. Sales that were anticipated from these quarters were forestalled.

I am inclined to believe that road conditions in this country are affecting the automobile industry more than we realize, especially in this dull period. It is hard to estimate the increased production which would result if we had long stretches of perfect highways. We are never going to be able to achieve the utmost without road improvements.

There are four vital essentials necessary to enable a manufacturer to market a motor car successfully. First of all the car must be meritorious; second, the material must be purchased at a price consistent with quality and quantity; third, it is necessary to let the world know what you are making—you must advertise; and lastly, it is necessary to have a distribution plan extensive enough to market the product after it is made.

It is one, two or all of these things that the weak companies lack. With one or two others it has been a matter of financial mismanagement, which was of the brainstom variety, and for this class I do not have any sympathy at all.

Think of the number of automobile companies that have in vain sought favor, only to be compelled to go out of business. They are but a minority. Every little while you see a reminder—an unfamiliar and forgotten name on a car—and that is all there is left of a once promising company.

Speaking for our own company, I can only say that we are very much pleased with our own business. We produced more cars this year than we did during the corresponding period of last year. I find that in actual sales we show an increase of 28 per cent, and for the month of November an increase of 35 per cent. In the matter of gross receipts from the sale of cars from August 1 to November 30, 1913, we find they total \$2,500,000, which is about \$500,000 more than we received for the same period last year. We have a good supply of orders for immediate shipment and a tremendous number of orders for spring delivery.

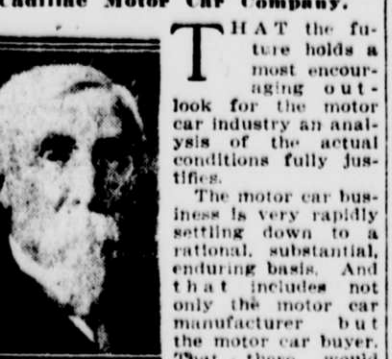
With the coming of the new year we are greatly increasing our production and by the first of February the factory will be running heavier than last year. We are now manufacturing in quantities our light six. From the advance sales we are confident that this model will prove

to be one of the most popular light sixes on the market.

This company last year did a business of more than \$10,000,000 and expects not only to equal this amount this year but to better it considerably.

ELIMINATING THE UNFIT.

By H. M. LELAND,
Cadillac Motor Car Company.



H. M. LELAND, Cadillac Motor Car Company.

THAT holds a most encouraging outlook for the motor car industry is an analysis of the actual conditions fully justified.

The motor car business is very rapidly becoming a rational, substantial, enduring basis. And that includes not only the motor car manufacturer, but the motor car buyer. That there would eventually be a thinning out in the ranks of the manufacturers was inevitable from the first. It is the history of the evolution of every business.

It was inevitable that in the automobile business the promoter, the exploiter and the speculator should flourish their little hour and vanish. It was inevitable that the ill equipped, the ill advised and the unfit be eliminated.

The motor car manufacturers who have survived this ruthless and inexorable process of elimination are the kind of manufacturers who form the base of every industry when that industry has been sifted and settled to its elements. They are the manufacturers with the real capital, the real experience, the real brains, real business conscience and ideals and a real product. By the honesty of their product and methods and by the character they have built for themselves in the public judgment they have demonstrated themselves as strong and worthy to survive. There is no luck or sentiment in that at all. It is the immutable scientific law of evolution.

The buyer of the motor car has progressed in precisely the same ratio. Perhaps we have put the cart before the horse. As a matter of fact the increasing power of the motor car buyer to discriminate between the good car and the bad, the honest product and the other kind, the manufacturer of character and ideals and the manufacturer of neither, the investment that is an asset and the investment that is a liability has proved the most potent factor in bringing the motor car industry to its current stage of evolution.

This year-to-day—the automobile is not considered as a luxury item. Even those who continue to buy the automobile as a luxurious toy are buying with more discernment, more care and more intelligence. They are buying the best value, not necessarily the most expensive car.

In fact the automobile has not much more than begun to realize its possibilities, because the present conditions are not only pleasure giving but economic. The present and future of the automobile is utilitarian. More and more American citizens, however, are purchasing men, farmers and businessmen are buying and operating automobiles as a means toward business expansion, business efficiency and business expansion.

The market for the well made, reliable car in the farming districts of this country and Canada is almost limitless. And it must be constantly borne in mind that the automobile can never again dispense with automobile service. He tunes up his whole business and social life to that key. He becomes dependent on the automobile. The automobile has supplied a means of rapid, economical and universal transportation that is now at the very base of our national life.

Next year and year after the world will buy and operate automobiles in ever increasing numbers. But they will be bought with ever increasing discrimination and business judgment. So the future presents a most encouraging outlook for the motor car industry, simply because the American people have at last analyzed it, separated the wheat from the chaff and arrived at the logical conclusion and indisputable truth, as the Americans have a right to have, that the automobile is a thing of the future.

You may call the history of the automobile business "magic." But it is not too much magic to be subject to the prime laws of supply and demand, cause and effect, and the inevitable recognition and supremacy of actual merit. A settling down is not only inevitable but a perfectly normal and desirable and wholesome sign of the times.

BRISCOE CAR A SHOW NOVELTY.

Interest in the new Briscoe car promulgated to a large in America as the enthusiasm for it by the French at the Paris show and the admiration voiced by the English at the recent London show. The first American presentation of the new car is included in the Grand Central Palace motor show.

The Briscoe car is a five passenger light touring car, commodious yet weighing only 1,700 pounds and possessing refinement and smart style. It is often the case that the low priced American cars find sale in Europe. As a rule such cars are fitted with foreign made bodies. It was the idea of making a car of universal fashion and smart model that the development of the Briscoe car was accomplished at Billancourt, France.

Since the demands of large duplicated production are better understood in America a corps of engineers went from America to build an American car. The influence of Paris might be realized. That no delovs attend the designing of this car, not only planning engineers, but experts of tool designing and shop production went to Paris as well.

So it is claimed that the Briscoe car is everything in merit that an American machine shop realizes, plus the symmetry and smart tailoring that French artisans give to all works of taste.

Under the bonnet of the Briscoe car is a clean, trim monobloc motor, 2-1/2 x 5, with an integral three speed and reverse selective transmission, the unit being suspended from three points. The front axle is "I" beam section and the rear axle full floating.

being brought up to the plane of sound engineering practice and the personnel of the organization has been completely revamped.

"We are going to make a limited number of the new Keetons for the 1914 season," said Mr. Newton, "but every one of them will be of the quality and construction that makes a car a source of pride and satisfaction to the owner."

CHANGE IN KEETON AFFAIRS.

THE Keeton Motor Company, which has been manufacturing Keeton cars for the past year, has just completed arrangements whereby the American Volturette Company of Detroit, Mich., manufacturers of the Car-Nation, will also manufacture and sell the Keeton car.

Charles B. Shaffer of Chicago, Ill., the president of the American Volturette Company, states that owing to the field for the car of the class and type of the Keeton being somewhat limited it has been decided best to have the Keeton car made in conjunction with the Car-Nation.

Mr. Shaffer, a minority stockholder of the Keeton Motor Company, discovered in the spring of 1913 that the Keeton company was largely involved and since that time has advanced funds to pay all legitimate bills to keep it a going concern up to the present time.

The officers of the American Volturette Company are as follows: C. B. Shaffer, president; H. H. Newton, vice-president and general manager; C. P. James, assistant secretary and treasurer.

The Keeton Motor Company, which has charge of the export business of the Firestone factory, has planned a careful cultivation of the Latin American republics during the next season.

This race was run against the heaviest odds ever surmounted by a tire. Every circumstance of cruel testing attended it. It was a tribute to Firestone endurance,

but incidentally also a boost for American quality—the more so as these were not racing tires at all but selected for the regular stock supply. The Firestone company does not make tires especially for racing.

Discussing the foreign possibilities at the show Mr. Brandes said: "There is every evidence that our neighbors to the south, as well as continental peoples, have awakened to the sturdiness of Firestone tires and the economy and satisfaction attending their use. In spite of the fact that home demand has fully absorbed and at times exceeded possible supply, making it impracticable to invade foreign fields, yet a strong foreign demand has automatically developed as a result of month to month advertising."

"We noticed too that the record of Firestone tires in the many races of the past year, starting with the 500 mile international sweepstakes at Indianapolis, gave a new impetus to this popularity in other countries. People of Europe and South America seem to lay more stress on such showings even than Americans."

"Yes, the time is ripe for pushing our advantage abroad, and with the 40 per cent. increase of output to be possible soon due to our greatly enlarged factory, we may be in a position to supply and further cultivate this demand."

FIRESTONE TIRES IN FOREIGN MARKETS.

For some time there has been a growing enthusiasm for American tires on the other side of the world and in South American countries. And that enthusiasm has been steadily increasing, especially since last summer, when the Frenchman, Goux, in his French car, a heavy Peugeot, won first place on the Speedway in Indianapolis on Firestone tires.

C. O. Brandes, formerly of Berlin, who has charge of the export business of the Firestone factory, has planned a careful cultivation of the Latin American republics during the next season.

This race was run against the heaviest odds ever surmounted by a tire. Every circumstance of cruel testing attended it. It was a tribute to Firestone endurance,



To Buyers of Automobiles:

Having kept faith with the American people for 80 years, we want you to place your automobile buying in our hands and enjoy a taste of the kind of trading which establishes confidence and creates business integrity.

This Company made farm wagons for your ancestors—long before this republic even dreamed of civil war your ancestors loved the wagons because they were honest in every detail. And they lasted for years.

The Mitchell Automobile is built by the same families that built the farm wagons. The same atmosphere surrounds and vouches for them. The cars reflect and reveal the same honest effort—the same "hewing to the line" of square Western dealing.

So that whether you buy the Mitchell Light Six at \$1,895, the Mitchell Big Six at \$2,350 or the Mitchell Four at \$1,595, you make an investment, for the quality is there. "Eighty years of faithful service" is beyond your purchase. What other automobile concern on earth can produce and prove such a record?

All Mitchell Models are fully equipped without a cent of extra cost to you.

Mitchell Models for 1914

Mitchell Light Six—50 horse power—132 inch wheel base—36x4 1/2 inch tires—2 or 3 passenger capacity—fully equipped	\$1,895
Mitchell Big Six—60 horse power—144 inch wheel base—37x5 inch tires—seven passengers	\$2,350
Mitchell Four—40 horse power—120 inch wheel base—36x4 1/2 inch tires—two or five passengers	\$1,595

All Prices F. O. B. Racine, Wis.

All three of these beautiful models are thoroughly equipped and the equipment is included in the price of each

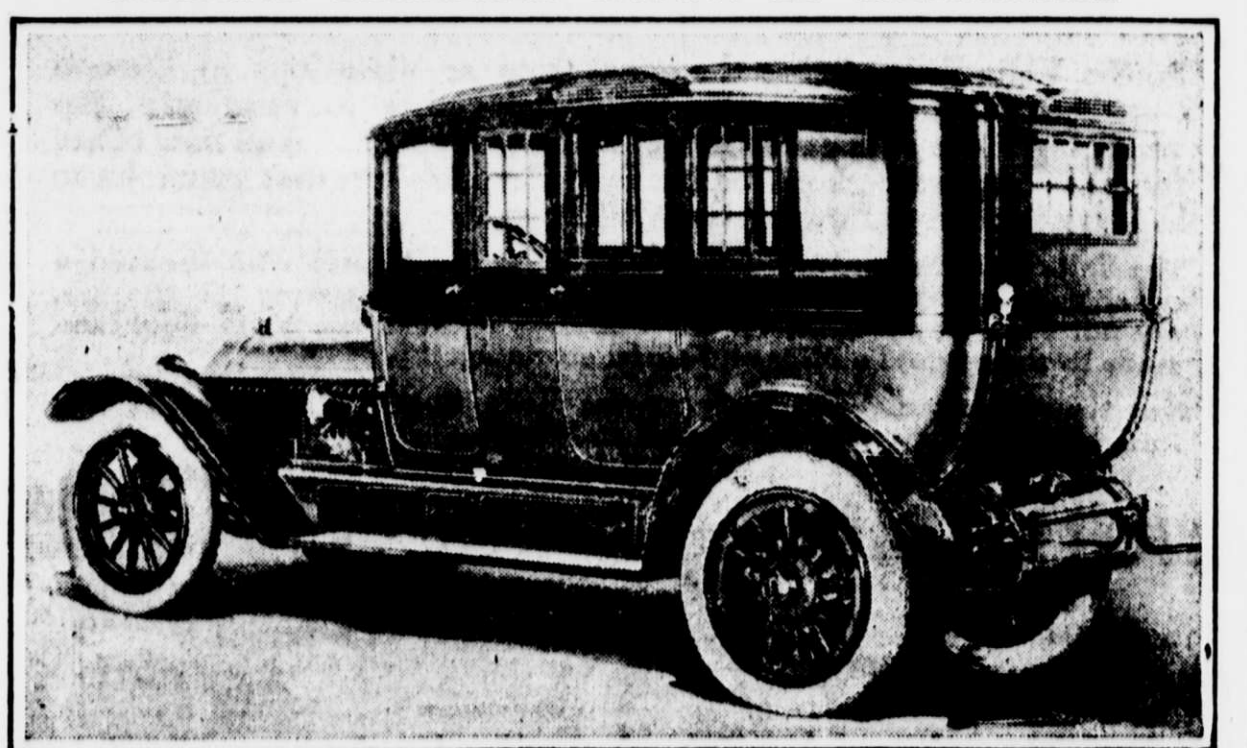
Equipment on all Mitchell Models included in the Price
Electric self-starter—electric lights throughout—electric magnetic exploring lamp—mohair top and dust cover—speedometer—5000 mile quick-action oil—quick-action rain vision windshield—Tungsten valves—demountable rims with one extra—double extra tire carriers—license plate bracket—pump, jack and complete set of tools.

Mitchell-Lewis Motor Co.
Racine, Wis., U.S.A.

Eighty Years of Faithful Service to the American Public

Mitchell Motor Co. of N. Y.
Broadway and 61st St.

STRIKING LIMOUSINE SHOWN BY LOCOMOBILE



Thoroughly original in many particulars is the new Locomobile Longchamps Berlinne, which is a prominent feature of this company's exhibit. In form of the body and interior trim it is well worth inspection. John J. Pettit, the architect, created the body.

GLIDDEN MOTOR & SUPPLY COMPANY

239 West 58th St. at Broadway

Make	Model	Type	Year	Price
Buick	10	Runabout	1910	\$1,195
"	15	Runabout	1910	\$250
"	35	Runabout	1912	\$300
"	35	Touring	1912	\$300
"	29	Touring	1912	\$275
"	25	Touring	1913	\$250
"	30	Runabout	1913	\$250
"	31	Touring	1913	\$275
"	30	Touring	1913	\$275
"	30	Runabout	1913	\$250
Overland	30	Runabout	1910	\$200
E.M.	30	Touring	1911	\$200
Ford	30	Touring	1912	\$225
Ford	30	Touring	1912	\$225
Abbott	30	Runabout	1911	\$200
Hudson	30	Touring	1911	\$250
Ford	30	Touring	1913	\$250
Cadillac	30	Touring	1910	\$250

GLIDDEN MOTOR & SUPPLY COMPANY

239 West 58th St. at Broadway

No feature is introduced into a Pierce-Arrow Car

until it proves itself an improvement in keeping with the progress of the car as a whole, and one that will appeal to the kind that uses Pierce-Arrows. Hence the exhibit at the PALACE SHOW is noteworthy. Other models at New York Salesrooms

New York Sales:
Harrolds Motor Car Co.
233 West 54th Street.

New Jersey Sales:
Ellis Motor Car Co.
416 Central Ave. Newark.

